

Shoptalker

AUGUST 1962

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(See "Cover Picture" — Page 2)

Sound On!

Combining live sounds with pictures and the printed word was a new and untried idea when the first trial issue of Shoptalker-in-Sound was produced in May. But when 79 per cent of those returning the questionnaire from that issue said they liked it, the editors knew they had found a new way of bringing greater vitality and interest to an employee publication. Pleasing, too, was the information that 94 per cent either owned or had access to a phonograph—a necessary ingredient to the success of the idea.

So, with this issue, Shoptalker and its long-playing Shoptalker-in-Sound recording becomes a regular visitor to the Parker scene. As events occur, every effort will be made to capture them live and bring their sounds to the Shoptalker audience. In print and pictures, Shoptalker will continue to carry the kind of information its readers have been accustomed to receiving.

This issue has two separate records. Other issues to come may have one, two or more records. Or, they may have more pages. This will be decided on the basis of what's important to tell and what's the best method of telling it—live sound or pictures and print.

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Pen Collectors of America*



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Join today!*

FOR THE RECORD

Roger Axtell, Executive Assistant to the President, narrates this issue of Shoptalker-in-Sound. He gained professional experience in radio while attending the University of Wisconsin and later in the U. S. Army Public Information Office and commercial studios. On the record you will hear:

PART ONE

- ... Ray Gutzwiller on the importance of a new IBM 1401 about to be installed at the General Offices.
- ... Augie Coutre giving an on-the-spot description of the functions of a new Jotter assembly machine in operation at Arrow Park.
- ... Jack Bennett and Charles Norris discussing Parker activities in Sao Paulo, Brazil, where Ben-

The Successfuls

In this formal portrait is the most successful sales force in the handwriting instrument industry. These are the men who sell Parker/Eversharp products to retailers throughout the nation. They are shown as they gathered for a tour of Arrow Park during the National Sales Conference held in Janesville.

nett is stationed as Production Manager.

- ... Music and narrative from a new Jotter television commercial scheduled for Back-to-School and Christmas season broadcast.

PART TWO

- ... Highlights recorded at the product and promotion presentation held during the recent National Sales Conference.

Cover Picture

A new machine, designed and built at Arrow Park, is currently turning out complete T-Ball Jotter assemblies. Project Engineer Augie Coutre takes us on-the-spot to explain the workings of the machine in Shoptalker-in-Sound.

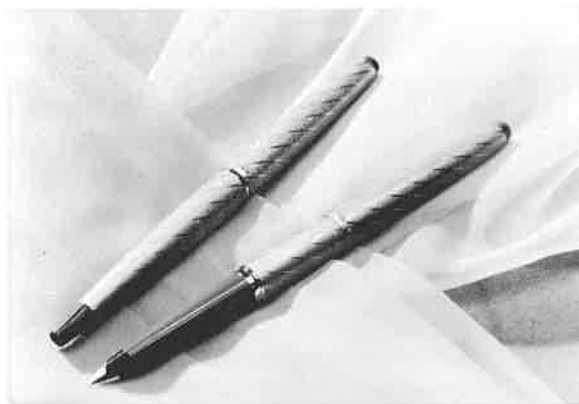


PICTURE NEWS

U. S. Division Manager John Mack, flanked by department heads, answered any and all questions from Account Managers at an Open Forum held bright and early on the first full day of the National Sales Conference. The men from the field termed this event one of the best in the four-day conference.

This advertisement will introduce the new Parker VP pen to consumers in November and December. It will be seen in Harper's, Atlantic, N. Y. Times Magazine, New Yorker, SatEvePost, Holiday, and National Geographic.

Parker goes feminine with the Lady 45, a smartly styled version of the Convertible pen. Shown here are the two models, the gold (top) with its cap screw and barrel tassy fashioned of an impregnated wood material, and the chrome model (bottom) with cap screw and tassy matching the grip area.



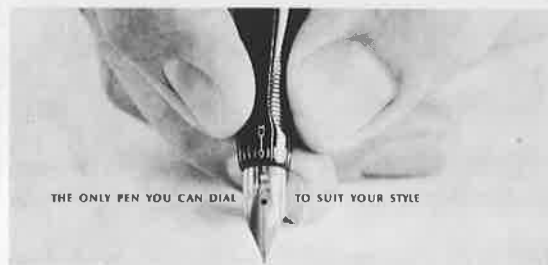
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ENTIRELY NEW IDEA IN FOUNTAIN PENS:



You can dial the point
to fit your writing angle

Just in time for Christmas

An ideal gift for people who like to show off something really new to their friends... for people who are fuss about their penpoint ship... for southwax who have to go into continents to make an ordinary pen write smoothly for them.

Here's how the new Parker VP works:

Pick it up and your fingertips automatically slip into a comfortable position, thanks to the gently contoured grip.

Did the big, handsome, solid 14K gold

point until the tip touches the paper at just the angle you want. Then you're all set to write with more ease and comfort than you ever thought possible. It's that simple.

The VP gives you a choice of 15 instantly replaceable points. They range from a rattle point to an extra-fine of executive.

To help take the guesswork out of picking the right point for yourself or a friend, your Parker franchised dealer has a little booklet entitled, appropriately enough, "How to pick the right point for a VP." Why not pick up your free copy tomorrow?

†PARKER makes all the world's most famous pens since 1838. © and MADE IN U.S.A. PATENTED, REGISTERED, U.S.A.



New Parker VP* - \$10⁰⁰

*EVERY PERSONAL



A Machine Called 'Irving'

(Ed. Note: The live sound of the Success Machine pictured here can be heard in excerpts from the National Sales Conference in Shoptalker-in-Sound.)

"Irving", the Success Machine, was created especially to add brightness to the presentation of products and advertising promotions staged at the Senior High School during the recent National Sales Conference. Kay Ross Reul, former Miss Wisconsin, was Miss Success at the meeting and operator of the Success Machine. When the machine was set in action, dozens of lights flashed, smoke puffed from inside and a blazing clatter of mechanical noises issued forth. After an explosive finale, "Irving" became calm and a human hand extended at the front with an answer to the question fed to the machine.

With all of its paraphernalia, the Success Machine required four hidden operators, three to handle gadgetry and one on sound effects.

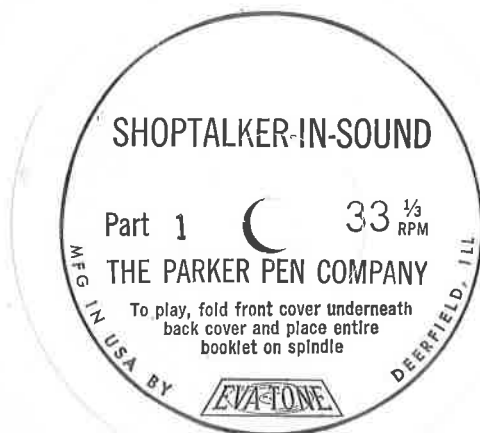
"Irving" will undoubtedly become a permanent property. Plans currently call for loaning it to other clients of the Leo Burnett advertising agency as a public relations gesture. The agency has already expressed the hope that the machine might be used by others for their sales meetings.





©1980, 1981 Part 1

Part 1



Click to play
Part 2

